

Treville Positano  
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# The 30 greatest Italian holidays

From exuberant religious celebrations in Palermo to a night at the opera in Pesaro, Italy is calling this summer

Kiki Deere, DESTINATION EXPERT

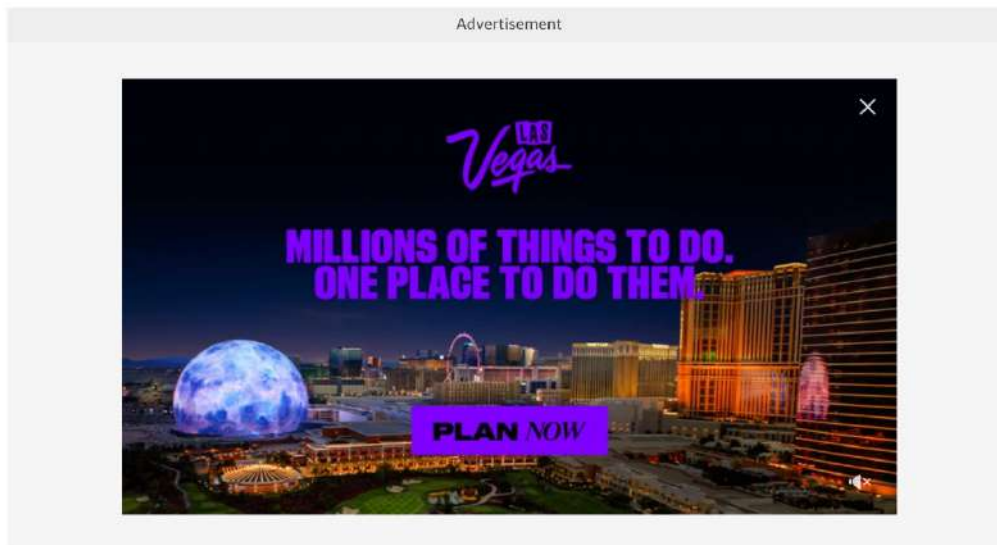
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Italy's cities and countryside continue to captivate British holidaymakers | CREDIT: Getty

Ah, Italy. It is a perennial favourite, of course, with its cradles of culture – Venice, Rome and Florence – attracting the bulk of tourists. But there is so much more to be discovered away from the big-hitting highlights.

This year, there's an increased focus on outdoor activities, with hiking and cycling holidays popular choices. While Tuscany's rolling hills have long been the go-to rural escape for British travellers, they are only part of the story. Hit TV series such as *The White Lotus* have put Sicily firmly on the tourist map, and there is a wealth of experiences to be had, including sailing the volcanic Aeolian Islands on a classic wooden windjammer.



And while we have listed some firm favourites in our list, we hope to inspire you with getaways that are not your conventional Italy holiday, too, from learning about Ladin culture in the German-speaking Alta Badia region to horse-riding through the wilds of Molise in central Italy.

Prices and temperatures soar in July and August so, if you can, try and visit outside these months. If you can only travel then, but don't like the idea of overly hot weather, make for the mountains instead, where altitude will give you a welcome respite from the stifling heat further south.

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## Positano

### Boutique rooms

Franco Zeffirelli was one of Italy's greatest opera and film directors, whose adaptations of Shakespeare tragedies brought him international fame. His former home is now a boutique hotel, set in a dramatic location perched on a cliffside above Positano on the Amalfi Coast – all lush gardens, secluded terraces and hidden pools shaded by tropical plants. The villa houses Zeffirelli's memorabilia and family heirlooms, with original sketches for his sets also on display.

*Treville Positano (00 39 089 812 2401) offers doubles from £675 on a B&B basis. [Plan the perfect holiday on the Amalfi Coast with our guide.](#)*



Treville Positano is the former home of Franco Zeffirelli